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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Art Unit 2152 Examiner Not Yet Received

Subhash Sankuratripati et al.
Case: P3956
Serial No.: 09/827,011
Filed: 04/04/2001
Subject: Target Information Generation and Ad Server

To: The Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir,

Information Disclosure Statement Under 37 C.F.R. 1.97

Enclosed herewith is an Information Disclosure Statement (IDS) by Applicant listing six references received from the international search report (copy enclosed) in case PCT/US02/08496, mailed June 21, 2002. Applicant desires that the reference be entered in the above referenced case as relevance dictates.

Statement under 1.97(e)

Each item of information contained in this IDS was cited in a communication from a foreign patent office in a counterpart foreign patent application not more than three months prior to the filing of such IDS. There are no listed references which are not in the English language.

In accordance with rule 1.97(c)(1), no additional fee is required. Please charge any deficiency to Deposit Account No. 50-0534.

Respectfully submitted,

Subhash Sankuratripati et al.

by


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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

<p>Substitute for form 1449A/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</p> <p>(use as many sheets as necessary)</p>				<p>Compl te if Known</p>	
<p>Application Number</p>		<p>09/827,011</p>			
<p>Filing Date</p>		<p>04/04/2001</p>			
<p>First Named Inventor</p>		<p>Subhash Sankuratripati</p>			
<p>Art Unit</p>		<p>2152</p>			
<p>Examiner Name</p>		<p>Not Yet Received</p>			
Sheet	1	of	2	<p>Attorney Docket Number</p> <p>P3956</p>	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. 1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number- Kind Code ² (if known)			
		us- 6138155	10-24-2000	Davis et al.	Abstract, Figs. 3-5
		US- "	"	"	Col. 14, lines 26-67
		US- "	"	"	Col. 15, lines 1-10
		US- 6134532	10-17-2000	Lazarus et al.	Abstract, Figs. 1, 2, 2A
		US- "	"	"	Tables 1 and 2
		US- "	"	"	Col. 2, line 53 thru Col. 5, line 57
		US- "	"	"	Col. 7, line 1 thru Col. 8, line 17
		US- "	"	"	Col. 7, line 48-67
		US- "	"	"	Col. 16, lines 35-56
		US- "	"	"	Col. 17, lines 3-39
		US- "	"	"	Col. 20, lines 1-67
		US- 5854897	12-29-1998	Radziewicz et al.	Abstract, All Figs.
		US- "	"	"	Col. 2, lines 13-67
		US- "	"	"	Col. 5 line 8 thru Col. 6, line 65
		US- "	"	"	Col. 7, line 12-Col 8, line 67
		US- "	"	"	Col. 9, lines 14-54
		US- "	"	"	Col. 10, lines 9-67
		US- 5933811	08-03-1999	Angles et al.	All Figs.
		US- "	"	"	Col. 2, line 45 thru Col. 4, line 47
		US- "	"	"	Col. 7, line 44 thru Col. 8, line 67

FOREIGN PATENT DOCUMENTS

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

English language translation is attached.

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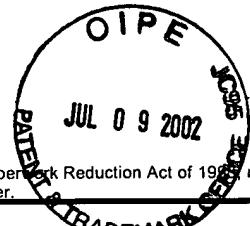
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Substitute for form 1449 (Rev. 1-65)

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 2 of 2

C mplet if Known

Application Number	09/827,011
Filing Date	04/04/2001
First Named Inventor	Subhash Sankuratripati
Art Unit	2152
Examiner Name	Not Yet Received
Attorney Docket Number	P3956

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U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Signature		Date Considered	
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¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Date of Deposit: **07/09/2002**

Ref: Case Docket No.: **P3956**

First Named Inventor: **Subhash Sankuratripati**

Serial Number: **09/827,011**

Filing Date: **04/04/2001**

Title of Case: **Target Information Generation and Ad Server**

I hereby certify that the attached papers are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and addressed to the Commissioner of Patents and Trademarks, Washington D.C. 20231

1. Information Disclosure Statement.
2. Cover Letter for Information Disclosure Statement.
3. Copies of six publications cited in the IDS.
4. Copy of an international search report in case PCT/US02/08496.
5. Certificate of express mailing.
6. Postcard listing contents.

Mark A. Boys

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